

## HOWARD COUNTY BRAC TASK FORCE

**BRAC BIT: # 93**

**DATE:** 17 September 2010

**SUBJECT(S):** BRAC Business Initiative Contracting Model

**POINT OF CONTACT:** Kent Menser (410-313-6521) [kmenser@howardcountymd.gov](mailto:kmenser@howardcountymd.gov)

### Upcoming Events/Actions:

- A. BRAC Business Initiative (BBI) October Meeting (Fort Meade Regional Growth Management Committee)
  - I. **Date/Time:** **20 October 2010, 7:30-8:00 AM** networking, 8:00 to 9:00 AM Program, 9:00-10:00 AM Networking
  - II. **Event:** Major Defense Contractor will present on how to do business with them
  - III. **Location:** Other Barn, 5851 Robert Oliver Pl # 2 Columbia, MD 21045-3728
  - IV. **Attendees:** All Test Companies should attend, Partner Companies are encouraged to attend and the Public is invited to attend. There is no cost for attendance and no RSVP required.
- B. Green Government Procurement Event (BWCC Sponsor) What you need to know to sell green products or services to the Government. Speakers include 2 County Officials, Maryland DGS Procurement Director, USEPA Green Acquisition team and a Government Marketing Expert.
  - I. **Date/Time:** 23 September 2010, 8:00 to 11:00 AM
  - II. **Event:** Breakfast and Networking; 7:30-8, Panel of Experts; 8:00 to 11:00 AM
  - III. **Location:** National Wildlife Visitor Center, 10901 Scarlet Tanager Loop, Laurel, MD
  - IV. **Attendees:** Open to the public, BWCC Members: \$25, non-member price \$45. Register at: [www.bwcc.org](http://www.bwcc.org) or call 301 725-4000.

### Discussion:

#### BRAC Business Initiative Contracting Model:

- I. This past August, the BBI and the Johns Hopkins Applied Physics Lab (APL) partnered in a successful contracting event focused on construction companies. The objective was to match specific small business capabilities with specific contracting needs, no long lines or trying to network, balance your drink and eat a crab roll at the same time! In line with our standard policy, there were no costs for participating small businesses.
  - i. We started with 56 scheduled meeting slots staffed by contracting officials from Johns Hopkins University and the Applied Physics Lab.
  - ii. We then notified our data-base of over 8,000 contacts that we were looking for construction companies with specific capabilities requested by JH.
  - iii. Companies that possessed those capabilities were asked to enter their information over the web in our new BBI Match Up Data base. Over 200 did!
  - iv. We then screened the data base using JHU requirements and selected 56 construction companies for the meetings and another 5 were put on standby.
  - v. On the day of the event, JHU and the BBI sponsored a welcome session, panel discussion and networking session that were open to all BBI construction companies. That was followed by individual meetings between the 56 companies and JHU representatives.
  - vi. In our initial survey, we met the expectations of 54 of the 56 companies and all said they would do it again. Currently, we are tracking our performance measures to determine what the real success rates are and what we might do differently in the future.
- II. The success of our model depends heavily on our new "Match Up Data-Base." We developed this data base at the request of a major defense contractor who told us that it is hard for prime contractors to identify local companies. Now a prime contractor can do a search on this data base.

The BBI plan is to hold 6 Contracting Model events a year for the next two years. The next event will be on 21 October 2010. The focus will again be on construction companies (45). More information to follow. Future events will focus on a variety of functional areas.